



National Geographic Channel is Canada's #1 digital channel full of compelling, thrilling and daring series. **National Geographic Channel** inspires viewers through smart, innovative programming that questions what we know, how we view the world and what drives us forward.



To Catch a Smuggler

new series

Hell on the Highway

Every year, millions travel a frightening, storm-driven stretch of terror called the Donner Pass on America's Interstate 80. At over 7,000 feet a band of tough operators who call themselves, 'Tow Dogs', see it as their mission to rescue stranded and wrecked motorists.

To Catch a Smuggler

Stationed at JFK International Airport—one of the largest hubs for international travel in America—officers with the U.S. Department of Homeland Security crack down on criminals attempting to smuggle illegal goods and drugs into the United States.

American Chainsaw

Master chainsaw sculptor, "The Machine" Jesse Green pushes the envelope to keep his small business moving forward. There's no log that Jesse's chainsaws can't conquer and no sculpture he and his crew can't create.



Hell on the Highway



American Chainsaw

Brain Games

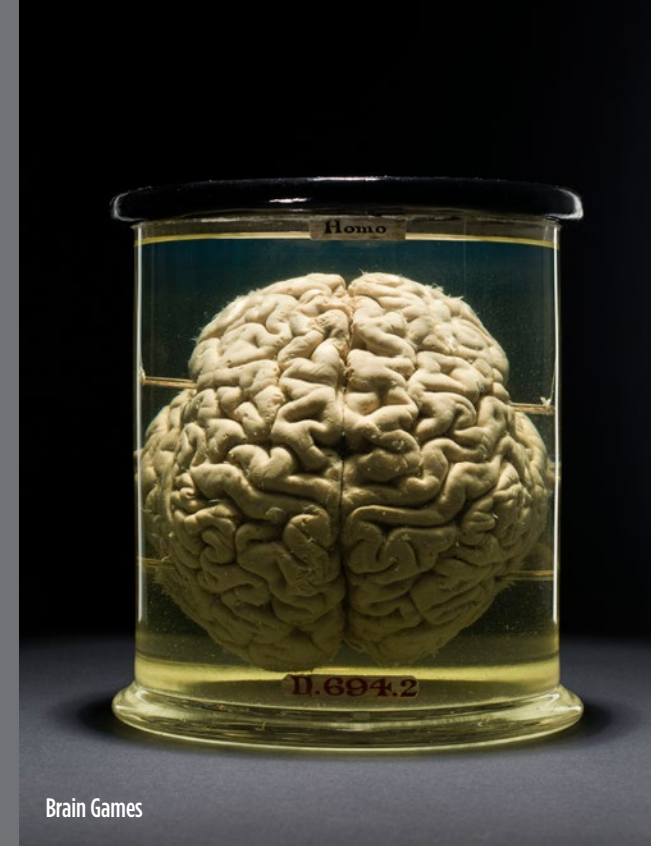
A new series where interactive experiments, illusions, and mind tricks reveal the inner workings of the ultimate supercomputer—the human brain.

Are You Tougher Than a Boy Scout?

Contestants test their brawn and ingenuity against the country's top scouts in challenges culled from the 100-year-old Boy Scout Handbook.

The 80s'

This documentary examines how the 80s' helped shape what we are today - culturally, politically, technologically and financially.



Brain Games

new seasons



Alaska State Troopers

Alaska State Troopers

Follow one of the toughest law enforcement agencies in the nation, patrolling alone on unforgiving terrains. Responding by land, air, and sea these troopers patrol hundreds of miles of rugged terrain in bone-chilling temperatures to protect the people and wildlife of Alaska.

Locked Up Abroad

From kidnapping and torture to foolish plans to smuggle drugs, this nail-biting series tells the harrowing stories of people who set out hoping for adventure or easy money, only to end up in situations beyond their worst nightmares.

Taboo

Journey beyond your comfort zone to explore behaviors and lifestyles that are acceptable in some cultures but forbidden, illegal or reviled in others.



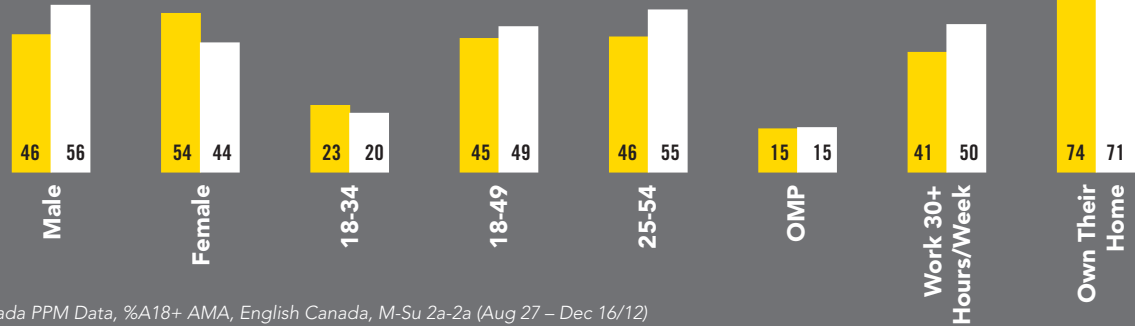
Locked Up Abroad

For more, please visit ShawMedia.ca - 45

Audience Profile

Demographic Profile % of A18+ AMA, English Canada

Total TV 
National Geographic Channel 



Source: BBM Canada PPM Data, %A18+ AMA, English Canada, M-Su 2a-2a (Aug 27 – Dec 16/12)

More likely to:

- Own a mid-size vehicle (117) and service their vehicle at any local repair shop (144) or department store (126). They have purchased automotive supplies/products (146), specifically tires (113), in the past 12 months. And they are also more likely to have a Motorcycle license (158)
- Enjoy attending sporting events (134), visiting National/Provincial parks (114), visiting a museum/art gallery (135) and Hunting/Fishing (216) while traveling Canada
- Use Credit Unions as their financial institution of choice (152), they have a loan/line of credit (161) from a credit union, common/preferred stock RRSP investments (147) and Canada Savings Bonds Non-RRSP investments (134). They also carry life insurance (108) and have homeowners/personal property insurance for a condo (160)
- Have a vacation home (130). In the past two years, they have made home improvements with an addition (171), replaced flooring/carpeting (121), windows/doors/insulation (109) and plumbing/heating/air conditioning (112). They have also purchased furniture (127), window treatments (118) and home accessories (105) in the past 12 months
- Own a DVD/VCR/PVR/DVR (105), use a video game system (119), watch pre-recorded movies/DVDs (112), purchased 3+ pre-recorded movies/DVDs (118) or pre-recorded music (120) in the past 3 months. They also like to buy products that offer the latest in new technology (111)
- Enjoy activities such as billiards (164), camping (106), entertaining at home (111), gardening (115), fishing (152), hunting (167), nightclubs/bars (112) and visit the casino (113). They also enjoy dining at casual/family restaurants 3+ times (107) in the past 30 days and closely follow at least 1 sport during its season (126)
- They take part in activities such as aerobics (107), walking/hiking (107), badminton (128), bowling (114), golf (152), mountain biking (167) and team sports including basketball (134), baseball/softball (133), football (126), soccer (150) or volleyball (116)
- Use perfume/cologne (110) and are consumers of men's aftershave lotion (152), razors/shavers (110), shaving cream/gels (123), facial moisturizers (129), men's clothing (112), boots footwear (111), sports/athletic footwear (114), fine jewelry - bracelets (117) and necklace (111) or men's watches (188)
- Be medium/heavy consumers of chewy candies (128), chewing gum (112), chocolate/candy bars (108), potato chips (124), popcorn packages/bowls (106), coffee (113), iced tea (136), fruit drinks/punches (128), soft drinks/colas (131), energy/sport drinks (141) and bottled water (121)
- Live in a household that purchases snack cakes (113), instant soups/meal (121), dry soups (118), ready-to-serve soups (113), canned pasta (112), flavoured pasta/noodles & sauces (109), frozen potato products (111) or frozen main courses (108)
- Have consumed beer (113), champagne/sparkling wine (112), spirits/liquor (111), rum (122), rye/Canadian whisky (122), tequila (113) and believe Canadian beer is the best beer in the world (131)
- Purchase animal health products for cats and dogs (121), cat treats (120) or packaged dry cat food (112)

Source: PMB 2012 2-year readership database, English Canada, Index based on Comp% of A18-54 vs. population

Key Research Findings

- Canada's #1 Digital channel!
- Ranked in Top 20 among all Specialty networks for multiple demos
- National Geographic showed double digit growth vs Fa'11 in many key demos
- In an average week (Fa'12), over 4 million Canadians (2+) tuned in to National Geographic
- Subscribers – approximately 5 million subscribers (Mediastats, Sept'12)

Source: BBM Canada PPM Data (FA12: Aug 27-Dec 16/2012) / Total Canada A25-54 AMA (000) unless otherwise noted